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## Registration now open for UFI Global Congress in Cologne

- Registration open for 91st UFI Global Congress, taking place 20-23 November 2024
- Largest, most global event of the year hosted by Koelnmesse in Cologne, Germany

**Paris - 2 April 2024:** The countdown to the 2024 UFI Global Congress has begun, as registration for the event is now open. The 91st edition of the association's largest and most global annual event will take place from 20-23 November 2024 in Cologne, Germany, UFI, The Global Association of the Exhibition Industry has announced.

The UFI Global Congress is the premier annual gathering for the exhibition industry, where industry leaders convene from across the globe to forge connections and exchange knowledge. True to UFI's global reach, the congress rotates through different regions worldwide each year. This year, it will be hosted by Koelnmesse in their new Conference and Exhibition Centre: Confex. With a total of 22 conference rooms and the large, multifunctional Confex hall, it will offer space for innovative event formats and more than 6,000 participants.

**Geoff Dickinson, UFI President and CEO of dmg events,** comments: "UFI's Global Congresses are pivotal gatherings for our industry where we take the pulse of our industry with colleagues from around the world. This year's edition in Cologne will offer opportunities to connect and learn that are second to none, and I very much look forward to navigating the industry's future alongside you all in November."

**Gerald Böse, CEO of Koelnmesse,** adds: "With the opening of the future-oriented Confex, Koelnmesse is also celebrating an important anniversary this year. We have been bringing people and markets together in Cologne for 100 years now. Even established trade fairs and modern trade fair grounds require constant renewal. It is, therefore, a true honour to welcome the professionals of our industry to Cologne. We look forward to the exchange and inspiring talks."

As every year, the event's content will reflect the latest trends and innovations that are driving the industry forward. Attendees can look forward to a diverse range of sessions focusing on the most pressing challenges and opportunities facing the global exhibition industry as well as unparalleled networking opportunities.

UFI invites the 50,000+ industry professionals in its member companies, as well as colleagues in partner associations, SISO, ICCA, and AIPC, to join this event that will bring together leaders from around the world to shape the future of the industry.

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In honour of the 91st edition of the Global Congress, exclusive discounted pricing is available for the first 91 registrants. To take advantage of these rates and register, visit: [www.uficongress.org](http://www.uficongress.org).

For more information about sponsorship opportunities and media inquiries for the UFI Global Congress, please contact [events@ufi.org](mailto:events@ufi.org).

Images for journalists: [Confex](#)

**About UFI - The Global Association of the Exhibition Industry:** UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its more than 68 national and regional association members. More than 830 member organisations in 85+ countries around the world are presently signed up as members. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information, please contact: UFI Headquarters: Email: [media@ufi.org](mailto:media@ufi.org)  
Tel: +33 (0)1 46 39 75 00 or <http://www.ufi.org>

**About Koelnmesse:**

Koelnmesse employs around 1,000 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 54,000 exhibiting companies from 122 countries and approximately three million visitors from more than 200 nations.

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